



“Hollywood Al Fresco”

The Hollywood Partnership Outdoor Support Program

Purpose

To mitigate the impact of COVID-19 on area restaurants and their employees, The Hollywood Partnership (The HP) will assist restaurants in temporarily adding or expanding their outside dining options to accommodate COVID-19 related health standards. This will assist with business reopening and allow patrons to enjoy Southern California dining options safely amid the region's warm climate. The HED Outdoor Dining Support Program provides furniture & fixtures to ground-floor food & beverage type businesses located within the HED to utilize the City of Los Angeles's Al Fresco program to create dining locations within the public rights-of-way.

The Program

Food & beverage establishments that desire to use the public sidewalk or approved sections of the street for outdoor dining can apply to The HP to purchase some of the equipment required to implement outdoor dining. To help defer some of the costs for implementing these standards, the program contains the following components:

1. The HP will assist businesses on a first-come, first-served basis. In the 2021 fiscal year, the program has a budget of \$15,000.
2. The HP will assist in the procurement of furniture for outdoor dining that is to be used in rights-of-way areas approved by the Los Angeles Department of Transportation. As a matching contribution, up to \$3,000 per business will be allocated toward the cost of purchasing outdoor dining furniture and associated items and expenses as listed herein. The approved business is required to provide a 50% match towards the requested items. Any expenditure that exceeds the maximum amount shall be the sole responsibility of the applicant(s). At a minimum, The HP intends to assist five businesses in the program's pilot year. Funds remaining in the program budget at the end of the fiscal year will not be extended or rolled over into the following fiscal year.
 - a. Successful applicants will be required to utilize the right-of-way for outdoor dining in an ongoing, consistent basis unless otherwise restricted by governmental order, for a period of at least 12 consecutive months, subject to approval of all required permits.
 - b. The business will be responsible for working with The HP to select vendors, furniture, and other approved equipment. The furniture must meet the standards and procedures outlined in relevant regulatory documents such as the City of Los Angeles's municipal code. The HP will procure and deploy the furniture according to the approved site plan and permits.



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c. All new or expanded outdoor dining facilities must comply with applicable Los Angeles County Environmental Health, Alcohol and Beverage Control (ABC), and California Department of Public Health (CDPH) requirements and regulations.

d. The applicant business has secured a [LA County COVID-19 Safety Compliance Certificate](#).

e. If the business ceases operation after the first year of participating in the program, the furniture purchased can be transferred by the business to another program applicant located within the HED boundaries with the approval of The HP's Vice President for Advocacy and Economic Development who oversees the implementation of the program. If the operation ceases within a year, The HP may request reimbursement from the purchase or request that the furniture and equipment purchased is returned to The HP. In this instance, The HP could reassign the furniture to other program applicants or advance other program initiatives supported with the HED Management District Plan (MDP). Repayment of any funds will be reinvested into the program to aid additional businesses and extend the life of the program; or at the discretion of President & CEO, could be used to fund other programs of The HP consistent with its MDP.

Eligibility

Applicants must be owners or operators of a food & beverage type business located on the ground floor of a building within the HED zone as defined by the HED MDP and current on all HED MDP assessment payments. The applicant is required to be current with all relevant permits and licenses and must verify that there are no code enforcement actions currently active against the building or business.

Eligible Equipment

Items eligible for the program include tables, chairs, umbrellas, umbrella stands, fencing, portable heaters, barricades, a-frame signs, decorative lighting, large planter pots, or other construction materials directly used for in the creation of the approved patio dining area. Furniture and other items must meet any applicable design standards set forth in the City's municipal code.



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Ineligible Equipment

Ineligible items for program support include, but are not limited to permanently affixed signage, plastic furniture, bollards, table-top accessories, yard games, table linen and application and permit fees and bonds.

Participation Agreement

Applicants shall be required to execute an Agreement after approval of the application package and after applicants receive any required permits required for the outdoor dining.

Questions?

Please contact:

Davon Barbour
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The Hollywood Partnership
323-377-3004
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APPLICATION

Name of Applicant: _____

Applicant's Email Address: _____

Applicant's Phone Number: _____

Business Name: _____

Business Operating Address: _____

Requested Amount: \$ _____

Please attach an itemized quote for the items desired for purchase and photos with completed application.

Requested Items:

☐ Tables/chairs

☐ Large planter pots

☐ Umbrellas/umbrella stands

☐ Other construction materials directly used for in the creation of the approved patio dining area

☐ Fencing

☐ Barricades

☐ Decorative lighting

To be considered for this program, please include the following with your application:

- Copy of current applicable business permits
- Copy Business Tax Registration Certificate Application
- City of Los Angeles [Outdoor Dining Permit](https://corona-virus.la/laalfresco) - **(Permit is free and instantly granted upon online application for sidewalk and extended private property permits)**
<https://corona-virus.la/laalfresco>
- Copy of current inspection grade of “C” or better
- Copy of [COVID-19 Safety Compliance Certificate](http://publichealth.lacounty.gov/eh/covid19cert.htm) **(Certificate is free upon online application and instantly granted upon self-certification)**
<http://publichealth.lacounty.gov/eh/covid19cert.htm>

Please fill out and submit this application for consideration and email to Davon Barbour, Davon@HollywoodBID.org